

National Steering Committee.



PROGRESS REPORT

JULY 2002

Central
Government

Local
Government

Emergency
Services

Industry
The Media

Utility
Companies

Professional
Societies

Government
Agencies

CONTENTS

	PAGE NO
FOREWORD	2 – 3
EXECUTIVE SUMMARY	4
SUMMARY OF MAIN CONCLUSIONS & RECOMMENDATIONS	5
CONSOLIDATED LIST OF KEY RECOMMENDATIONS	6 – 7
REPORTS OF THE SUB GROUPS	
• SIRENS & NEW TECHNOLOGY GROUP	9 – 25
• MEDIA ISSUES GROUP	26 – 29
• PUBLIC EDUCATION GROUP	30 – 35

FOREWORD

In November 2001, the National Steering Committee on Public Warning and Information (NSC) produced its interim report which was formally delivered to Mike Granatt, Head of the Cabinet Office Civil Contingencies Secretariat (CCS), in January. It was well received, its recommendations being accepted as an appropriate basis for agreeing future workstreams; and the active support which, we now receive from the CCS is very encouraging. In May, a full meeting of the NSC was held at the Cabinet Office and attended by the (then) Minister with responsibility for civil protection Mr Christopher Leslie who officially launched our web-site, which is incorporated on the Cabinet Office UK Resilience web-site and provides details about the NSC as well as the full contents of the interim report. All future reports will be similarly reproduced. (see www.ukresilience.info, and www.nscwip.info).

This is the first of two progress reports which we intend to produce during 2002. Its primary purpose is to present recommendations to Ministers, in line with the main workstreams identified in the interim report.

Under my chairmanship, the NSC now operates with three sub-groups dealing with Sirens and New Technology (terms of reference for the new combined group are contained on page 24), Media Issues, and Public Education. They bring together representatives of various agencies and professional bodies to consider the many issues related to improving arrangements for warning and informing the public. I am extremely grateful for the considerable and unwavering commitment of the three group chairs: Chris Samuel, Rosanna Briggs, and Evan Morris, and for the support which emanates from those who participate in their group meetings and who continue to undertake this demanding work alongside their day-to-day responsibilities.

I believe we have taken the first few steps on the road to achieving our aim of encouraging improvements in the arrangements for warning and informing the public; but it is only a beginning. With Government support and a little patient understanding, there is much more we can do, within the NSC, to move forward from this point and develop our ideas. As Chairman, I am acutely aware of the extra burdens which this places on NSC members, and of the requirement to continually consider ways of monitoring and rationalising workloads in such a manner that we can deliver constructive outcomes within a reasonable time frame.

The work of our three sub-groups is closely interwoven, linking two “deliverable product areas” viz technological devices and programmes of public education and awareness, with a “supporting service area” viz the use of media to deliver the message. In future, they must work ever more closely together to support each other. For example, I envisage that future NSC reports will demonstrate clearly how programmes of public education could be developed to explain the nature of tested and proven technological solutions and systems identified by the Sirens and New Technology Group; and how the Media Issues Group could recommend strategies to assist in Public Education campaigns aimed at various community groups from ethnic minorities to private sector businesses etc.

I believe that the development of the NSC web-site should help us to create a gateway through which the civil protection community can gain access to useful contacts, information, views and news about developments in our particular field. There is considerable experience and expertise within the NSC, coupled with effective links to the wider civil protection community.

In the following pages, we have mapped out some challenging but achievable work plans for the NSC, arrived at some preliminary conclusions about several important areas of public warning and information, and proposed some appropriate recommendations which reflect those conclusions.

All of this is positive and encouraging. However, I am convinced that our primary recommendation for a new legislative framework, supported by clear lines of accountability and responsibility, represents a fundamental pre-requisite for any meaningful future progress. As the NSC interim report stated: where there is a clear responsibility placed on a particular agency to provide public warnings, and the necessary resources are made available to achieve this, considerable improvements result. It is a message which bears repeating. This is a difficult but extremely important issue which is constantly raised in almost any discussion on the subject of public warning and information. I trust that the current review of national emergency emergency planning arrangements will address it, because I believe it merits close and early attention from Ministers. I recognise the significant implications behind that proposal but without adequate legislation, there will remain a lack of clarity, doubts from major stakeholders such as the Police over potential liability, and a weakness in terms of commitment, ownership and responsibility.

It is not the remit of the NSC to set policy but to advise and inform. My vision is that the NSC will lead the way towards the creation of an integrated public warning and information package across the UK designed to meet local, regional and national needs. I believe we could achieve this by helping to develop appropriate national standards, promoting the concept "think globally but act locally", thereby encouraging the implementation of local solutions for local problems. Progress has already been achieved, much more remains to be done.

A handwritten signature in black ink, appearing to read "David Hay". The signature is stylized and cursive, with a large initial 'D' and 'H'.

David Hay
Chairman
National Steering Committee

EXECUTIVE SUMMARY

In the course of our work, the NSC has become increasingly aware of the proliferation of new technological concepts in the field of communications, public warning and information; and of the development of various innovative projects and schemes in different parts of the UK. It is our intention to complement these activities and bring them to the attention of the wider community, and to ensure that we do not try to “re-invent the wheel” or duplicate the efforts of other agencies and organisations.

Three excellent examples are currently gathering momentum. First, the BBC initiative “Connecting in a Crisis”, referred to in the body of this report and introduced by Rosanna Briggs, Chairman of our Media Issues group at the Annual Conference of the Emergency Planning Society in July. The NSC has played a key role in the development of national guidelines for BBC broadcasting outlets, and for the wider emergency planning community, to ensure the public have the information they need during a civil emergency. Second, the publication of the report of the Media Emergency Forum Joint Working Party entitled “9/11: Implications for Communications” which considers how we would cope in the UK should such a catastrophic incident happen here. Third, the major project launched by the Environment Agency and Met Office in partnership with Redcar and Cleveland Council to develop and implement the UK’s first integrated multi-media warning system designed to increase the number of individuals and organisations who receive timely and effective warnings of severe weather. The involvement of NSC Chairman David Hay on the project board of this initiative will ensure that the NSC maintains an active and constructive interest.

We look forward to drawing attention to similar projects in future progress reports, and in recognition of the great interest in this whole area, the NSC is currently planning a major workshop and “trade exhibition” at the Cabinet Office Emergency Planning College at Easingwold in the Summer of 2003. This is intended to provide three things: a forum for those with a professional interest in the provision of public warning and information, an opportunity for private companies and communications practitioners etc to present their technical solutions and schemes to a wide audience, and an opportunity for the College to open its doors to new, potential customers.

The NSC recognises the rapidly changing backdrop against which it is working; particularly the on-going Government Review of Emergency Planning, and the likelihood of a new Civil Contingencies Bill in the relatively near future, perhaps even the creation of a new agency for emergency management which could take over from the NSC and provide a lead role in such areas as public education. Until such fundamental issues are resolved, we will continue to present our thoughts and recommendations, prioritise them and make appropriate recommendations. To date, we have been able to identify some common themes and recurring issues which demand attention and need to be considered corporately rather than in isolation. We have, therefore, endeavoured to reflect such an approach by setting out a summary of our main conclusions and recommendations, and supplementing this with a consolidated list of all of the key recommendations contained in the body of this progress report.

SUMMARY OF MAIN CONCLUSIONS AND RECOMMENDATIONS

Meaningful improvements to the arrangements for:

- a. warning members of the public of an imminent or actual threat to life, health and property and
- b. to inform them of the appropriate action to take

will only be achieved through a viable strategy of modernisation, incorporating several key elements:

- The introduction of a new legislative framework to identify clear lines of accountability and responsibility for public warnings.
- The establishment of a single national agency to be responsible for strategy and policy, and to oversee the dissemination of guidance, advice and best practice.
- Government funding to support projects for the development of new, innovative technological solutions.
- The establishment of clear protocols between the BBC, other news broadcasting agencies and local emergency managers for the dissemination of public warnings and information, and the development of appropriate supportive guidance.
- The creation of a planned programme of public education, supported by Government finance and endorsement, for the development of greater public awareness of the correct actions to take in the event of a major emergency and of the means by which such advice and information could be conveyed.

CONSOLIDATED LIST OF KEY RECOMMENDATIONS **CONTAINED IN THIS REPORT**

1. A new legislative framework should be introduced, setting out which agencies have responsibility for issuing public warnings
2. A single national agency should be made responsible for strategy and policy
3. A single local agency should be made responsible for the command and control of public warnings prior to/during/after a major incident
4. The Cabinet Office and NSC should hold exploratory talks with a) the Information Commissioner on the potential relaxation of current constraints concerning the Data Protection Act (1998), and (b) OFTEL, re: current telephony regulations, to enable the BT Emergency Database to be utilised for public warning and informing purposes by the emergency services, local authorities, Environment Agency, Met Office, and the utility companies.
5. A national siren system should not be introduced, as it is not required at present
6. A British Standard for wide-area sirens and their use in public warning packages, should be introduced
7. The designation of a) a single UK warning tone, and b) a single UK all clear tone, should be introduced for all hazards
8. The Cabinet Office, and the NSC, should initiate exploratory discussions with a) BT and the Metropolitan Police on the possibilities of adding a public warning module to the Islington trial of a mass warning and information system b) BT about expanding the trial, so that the regional and national concept can be tested and analysed.
9. Further discussions should be held with Intrado and other similar key manufacturers on the potential use, and trialling, of their systems in the UK.
10. Discussions and investigations into the 4Warn Alert (Powerline communication system) product should be continued, and the NSC and Cabinet Office should fully support the concept by facilitating the setting up of an appropriate trial
11. Further investigations should be made into the various low power/conventional solutions and systems
12. The Cabinet Office and NSC should encourage and facilitate the establishment of closer working relationships between the media and the emergency planning community.
13. The Media Issues Group (MIG) of the NSC should engage in the BBC's roll-out process of its new initiative "Connecting in a Crisis" through a programme of regional workshops in order to disseminate guidance and, thereby, promote the NSC's work

14. The MIG should continue to work with the BBC to produce guidance for emergency planners, in order to develop understanding of each others role in the event of an emergency
15. The MIG should provide a supporting service to both the Sirens and New Technology Group, and the Public Education Group by jointly designing a media strategy to promote and disseminate their activities, research and findings
16. The MIG should identify opportunities to share good practice with emergency planning practitioners working in Europe in order to develop a coordinated approach to the media response
17. A UK public safety website should be established, linking all existing sites which offer and promote public safety
18. The video “Go In, Stay In, Tune In” should be reviewed following research of it’s use, and due emphasis given to the role of the BBC in developing “Connecting in a Crisis”, and similar future initiatives by commercial bodies as they arise. Also the marketing strategy originally developed by the COI (GNN) should be revisited, options costed and bids made of funding prior to a relaunch of the new generation video
19. There should be an exploration of avenues where educational materials can be produced and linked into the UK education curricula, and a development of dialogue with the relevant education departments at national level. A range of safety educational materials should be identified for use within multi-agency safety training programmes
20. “Key Messages” to be directed to the public in times of crisis should be identified, and incorporated into a public information campaign in the UK
21. The PEG should integrate it’s activities with those aligned to the development of new technology for communicating with the public: in line with future initiatives/campaigns at the appropriate time

REPORTS

OF THE

SUB GROUPS

REPORT OF THE NSC SIRENS & NEW TECHNOLOGY WORKING GROUP

Chair: Chris Samuel

Introduction

Following the catastrophic events of the 11th September 2001, central government, and the UK emergency management community, have been striving to ensure the resilience of the country's infrastructure against attack by Al-Quaeda and other international terrorist organisations.

This work has built upon the already increased resilience and preparedness work instigated following the severe floods, and fuel crisis of 2000, and the foot & mouth outbreak of 2001.

One vital strand of this resilience work is the assurance that in the event of a major or catastrophic incident, both local incident commanders and central government have the capability to warn and inform the public.

This report will, therefore, look at the current public warning situation in the UK, provide updates on a variety of appropriate technologies, set-out a vision for the future, and make recommendations to ensure that vision eventually becomes a reality.

Purpose of Report

First, to report progress made by the NSC Sirens & New Technology Working Group, in its pursuit of targets recently set-out in the 2002/03 work programme. Second, to make recommendations to the NSC and Cabinet Office on future warning/ informing strategies and appropriate technology.

Fundamentally, this report deals in concepts and ideas, setting out a vision for the future.

Recommendations

The Sirens & New Technology Group (SNTG) asks that the NSC and Cabinet office consider the following key recommendations:

1. The introduction of a new legislative framework setting out which agencies have responsibility for issuing public warnings.
2. That a single national agency should be made responsible for strategy and policy.
3. That a single local agency should be made responsible for the command and control of public warnings prior to/during/after a major incident.
4. That the Cabinet Office and NSC hold exploratory talks with (a) the Information Commissioner on the potential relaxation of current constraints concerning the Data Protection Act (1998), and (b) OFTEL, re: current telephony regulations, to enable the BT Emergency Database to be utilised for public warning and

informing purposes by the emergency services, local authorities, Environment Agency, Met Office, and the utility companies.

5. The non-requirement for a national siren system *at present*.
6. The introduction of a British Standard for wide-area sirens, and their use in public warning packages.
7. The designation of (a) a single UK warning tone, and (b) a single UK all clear tone, for **all hazards**.
8. That talks are held with (a) BT and the Metropolitan Police on the possibilities of adding a public warning module to the Islington trial, and (b) to BT, about a trial of the Mass Warning System on a wider scale, so that the regional and national concept can be tested and analysed.
9. That further talks are held with Intrado and other key manufacturers on the potential use, and trialling, of their systems in the UK.
10. That continued discussions and investigations are carried out into the 4Warn Alert product.
11. That the NSC and Cabinet Office give the 4Warn Alert product their full support in setting up an appropriate trial.
12. Further investigations into the various low power/ conventional warning & informing methods.

Financial Implications

The financial implications, arising from this report, are currently indeterminate.

Progress Report

Background

The combined Sirens & New Technology Working Group was formed in late February 2002, following a meeting with the Civil Contingencies Secretariat and NSC Chairman David Hay.

Chaired by Chris Samuel (Cheshire DEPLO), this multi-agency group's main task is to investigate appropriate technologies for use in the warning and informing of the public prior to, during, and after a major or catastrophic incident in the UK.

This report's findings and recommendations are based on a series of field investigations, inter-agency meetings, and discussions with manufacturers.

It is by no means the final word on the subject – it is the beginning of the long road to the successful implementation of an integrated public warning and informing package, designed to meet local, regional, and national requirements.

Current Situation

WWII: public warning was so much easier then! As soon as a member of the public heard an air raid siren, they automatically hid under the oak kitchen table or rushed to the shelters – easy! People knew what to do when they heard the wailing tone of the siren, simple as that.

We live in different times now, the threat has changed and technology has moved on. As a community, the UK is faced with an increase in both natural and man-made disasters, be it as a result of global warming or technological over-stretch. Consequently, we face severe flooding on an annual basis, train crashes, and incidents involving hazardous materials with increasing regularity.

Threat-wise, following the 11th September 2001, we face random CBRN, suicide, and conventional attacks by international terrorist groups, rather than invasion by hostile nations.

At present, there is no *immediate* national warning system in place, following the demise of the WWII national siren network in 1992/93. There are various warning & informing systems in place across the UK, all of differing standards, and in many cases, providing minimal 'capture' of the at-risk populations.

If adequate warning is received, the UK public does not know how to access information on safety advice, what's happened, or when it's safe to carry on with their daily life. (Exceptions to the case are the excellent warning and information services provided by the Environment Agency [*flooding*] and Met Office [*severe weather*]).

There is also a lack of adequate legislation, and as result, a lack of commitment, funding, ownership, and responsibility for the issuing of public warnings. Overall, not a good situation for the UK to find itself in.

The Concept, The Vision & The Strategy

Since its inception in late February 2002, members of the SNTG have met twice, carried out field investigations of various technologies, talked to key manufacturers, attended seminars, and debated how best to warn and inform the public in the UK, in times of need.

A concept, a strategy, and a vision have begun to appear – the following sections describe these ideas:

The Concept & The Vision

The ideal public warning & informing package is one that 'captures' the highest percentage of the at-risk population, no matter where they are, what they're doing, or what time of day it is.

Indoors or outdoors, day or night, in the car or doing the dishes – something will grab your attention and warn you of an incident. It might be a wide-area siren, a telephone call to your home or mobile, or via the radio in your car.

On hearing the warning, people will take the appropriate safety action, e.g. 'Go In, Stay In, Tune In', and will then begin accessing information pertaining to the incident through a variety of mediums.

The British public will know how to undertake these actions, because the emergency management community, with the help of the NSC and central government, will have raised public awareness and education through an appropriate marketing strategy across the UK.

But which system should we use? SNTG believes that **no one warning system is sufficient**, and that **integrated warning packages are the way forward**. A siren may capture 70% of those outdoors, but it won't warn the individual driving down the M6 in a car. Likewise, you may not hear the siren if you're asleep in bed, but you may hear the AVM triggered telephone.

If one also takes into consideration the variety of hazards, population densities, languages, and geographical conditions across the UK then, consequently, these integrated packages should provide **local solutions to local situations**. For example, the warning & informing package for Ellesmere Port, which has several COMAH sites, a nuclear facility, and tidal flooding, may have a different package to say, London, a city with a vast geographical area, population of millions, many foreign visitors, and a higher risk of terrorist attack than other parts of the UK.

Through the use of modern technology, these packages will have built-in **flexibility**, allowing local emergency managers to enhance, change, or add systems as time goes on, whether it be due to an extension of Public Information Zones around COMAH sites, increasing sea levels causing greater coastal flooding around the UK coastline, or a change in the terrorism threat status.

Local emergency managers would pick and choose their 'local solutions' from **shopping lists** based on the NSC web-site. These lists would only show those manufacturers that meet the national standards. The web-site lists would have product details, and hyperlinks to the companies involved, whether it is a siren system or GIS Telephony System that the individual desires.

Finally, ensuring that local emergency managers only use products that meet the national standards would potentially allow for future linking of similar products into a **national warning system**. There must be the future capability to address national emergency issues in a global community where the threat status changes from month to month. One month, Al-Qaeda; the next, a rogue state.

The Strategy

SNTG believes that there are several key strategies that the NSC should recommend to central government. These are as follows:

As mentioned above, no one system is sufficient; integrated public warning & informing packages should be designed, to provide the highest possible capture of at-risk populations. As near to 100% capture is the ultimate goal.

'Big Hitters' – these are the systems, following analysis by SNTG, which we believe will help local emergency managers meet the targets alluded to in 7.3.2, most appropriately. These are the systems, which will warn and inform the public in the greatest numbers and in the quickest time. They are as follows:

- Outdoors: wide-area sirens and interactive signage.
- Indoors: GIS Telephony Systems and Audio-Voice Messaging (AVM)
- Informing: radio and television.

Further research is required into the merits of RDS, Digital Television and DAB (Digital Radio) as warning/ informing platforms. SNTG believes they are potential applications for the future.

'Local solutions to local situations' – integrated warning & informing packages should only be chosen by local emergency managers, designed to meet local hazards, geographical and population graphics.

SNTG does not believe that there is a need for a national siren network at present, as the current threat status does not warrant the extreme costs involved in installing, maintaining, and managing such a system. However, sirens that are installed as part of local networks could be adopted into a national network in the future, if the threat status warrants it. This will be possible as a result of the national siren standard implementation.

The Strategy incorporates the introduction of a national siren standard, setting out minimum specifications, back-up power requirements, testing arrangements, a single UK warning tone, and a single UK all-clear tone.

It also incorporates the introduction of a suitable GIS Telephony system as a national warning element, for use alongside local warning/ informing packages, and NAWS (National Attack Warning Scheme).

It requires the Introduction of a new legislative framework (possibly within the forthcoming Civil Contingencies Bill) setting out which agencies have the responsibility for issuing public warnings.

Education of local communities and the UK public, as mentioned previously, is essential if any of the above strategies are to be a success, and the SNTG will be working alongside the NSC Public Education Group to ensure that this happens. This could include the building of an educational web-page, linked to the NSC site, where children can learn about disasters and how they would be warned for each eventuality. Local, regional, and national marketing strategies should also be implemented. At a local level, this could include press coverage of siren tests, media interviews and advertising campaigns, implemented by local emergency managers, and based on advice from the NSC.

We live in a world where international terrorism, natural, and man-made disasters are on the increase, and we should, therefore, not be scared of telling our communities how to prepare for these eventualities. Education about public warning and informing strategies is one way of helping the UK public to help themselves – consequently, community preparedness should be a key element of the resilience initiative underway at present.

Recommendation 1 - SNTG recommends the introduction of a new legislative framework setting out which agencies have responsibility for issuing public warnings.

Recommendation 2 - SNTG recommends that a single national agency should be made responsible for strategy and policy.

Recommendation 3 - SNTG recommends that a single local agency should be made responsible for the command and control of public warnings prior to/during/after a major incident.

Appropriate Technology Updates

Following its conception in February 2002, the SNTG have analysed the pros and cons of each system, and their suitability as public warning and informing platforms. This section provides an update on each system, and provides the SNTG's thoughts on potential trials.

Integrated Siren Networks

Key Siren & Control Systems Manufacturers:

- Federal Warnings (USA)
- Whelen Engineering (USA)
- Klaxon Signals Ltd (UK)
- Pacscom (UK)

Existing UK Siren Networks:

These include:

- Severnside - 10 Federal Warnings omni-directional/ directional sirens providing warning coverage for public within Public Information Zones (PIZ) around existing COMAH sites.
- Grangemouth - series of inter-linked WWII klaxon sirens, radio activated.
- Environment Agency maintained flood sirens in SE England.
- Local authority maintained flood sirens in SE England.

Proposed UK Siren Networks:

- Ellesmere Port – integrated network of 8 omni-directional, wide area sirens to cover the PIZ of the existing COMAH sites and the single nuclear facility. Activated by digital radio signal.
- Pembrokeshire – integrated network of 17 omni-directional Klaxon sirens, and 5 interactive signs to enable road closures. Activated by PACSNET radio telemetry systems.

Developments in Siren Technology

The wide area emergency warning sirens market is very specialised with only 5 key manufacturers globally. The SNTG, following on from the NSC Interim Report (November 2001) have kept abreast of ongoing developments with modern siren technology, and with proposed siren networks throughout the UK.

New developments include the Federal Warnings 2001 Siren, which is a high power, rotating, uni-directional siren.

SNTG - Initial Thoughts and Recommendations

Throughout the UK, there are a wide variety of siren types in place, all of differing standards, with various warning and all clear tones. Used mainly in areas affected by flash, or tidal, flooding, as well as COMAH and REPPiR¹ sites, their effectiveness is also of varied success. Many sirens in place in the UK do not give adequate sound coverage over distance, and in numerous circumstances public are confused by the many warning tones.

A comprehensive national snapshot of UK siren systems has still to be carried out, and it is hoped that this will occur over the coming months.

However, with representatives from those areas with integrated siren systems, sitting on the group, we feel that we can make a series of statements, and recommendations concerning the use of sirens. Consequently, after analysing the existing data, the SNTG believe that a system of integrated sirens is an essential part of any package where warning large numbers of people outdoors as quickly as possible, is a desired requirement. Modern omni-directional sirens have a sound range of 1700m in all directions, with directional sirens extending that range to 2000m. (Designated 'Big-Hitter', see 6.2.2)

As mentioned previously, the SNTG also believes that the current threat status, and extreme installation, annual maintenance, and management costs do not warrant the implementation of a new national siren system², at present.

Instead, SNTG recommends the introduction of a national siren standard, setting out minimum specifications, back-up power requirements, testing arrangements, a single UK warning tone, and a single UK all-clear tone.

All siren networks would be required to meet this BS. This built-in requirement would allow the potential linking of siren networks, located around the UK, into a national siren system if the threat status changed in the future.

Recommendation 4 - SNTG recommends that the NSC and Cabinet Office recognise wide-area siren networks as 'Big Hitter' systems.

¹ COMAH is the Control of Major Accident Hazards Regulations (1999), and REPPiR is the Radiation (Emergency Preparedness and Public Information) Regulations (2001)

² The Swedish Government estimated in 2001, that the cost of replacing its 6000 strong national siren system in the region of \$US23M (NSCWIP Interim Report, 2001)

Recommendation 5 - SNTG recommends the non-requirement for a national siren system at present.

Recommendation 6 - SNTG recommends the introduction of a British Standard for wide-area sirens, and their use in public warning packages.

Recommendation 7 - SNTG recommends the designation of (a) a single UK warning tone, and (b) a single UK all clear tone, for all hazards.

Recommendation 8 - SNTG recommends the monitoring of proposed integrated siren systems, providing advice and guidance to local agencies.

RDS (Radio Data System for VHF/FM Broadcasting)

Developments

Since late February 2002, the Chair of the SNTG has held talks with both the RDS Forum and Mr. Andy Baker (Head of Technology, BBC) in reference to the use of RDS as an element in public warning and informing packages.

Use of RDS

RDS (Radio Data System) is mainly used, in the UK, to send data to car radios concerning traffic information, and other simple information pertaining to that particular station, such as the name of the DJ.

As reported in the NSC Interim Report (2001), the use of the RDS emergency code (PTY 31) has been identified as the route for sending emergency information, such as a public warning, into an individual's car.

The benefit of PTY 31 is that unlike the PTY codes used for sending traffic info, the individual driving the vehicle cannot switch this element of the system off. However, said person would have to have the radio tuned into that radio frequency and the equipment would need to be switched on.

The next stage is to discover how many UK manufacturers cater for PTY 31 in their receivers, and if so, what the response of the radio will be to the emergency broadcast. If a significant number do so, then it would be the recommendation of this group to carry on exploring this method as a viable means of public warning and informing.

Recommendation 9 - SNTG recommends further exploration of RDS as a viable public warning & informing platform.

Digital Radio (DAB)

At present, there are approximately only 70,000 digital radios in households across the UK, and until there is increasing evidence of this medium becoming common across the country, then it is the recommendation of this group that it be designated a potential warning/informing platform for the future. It should also be noted that the

Environment Agency are aiming to trial DAB, as part of their R&D programme, in summer 2004.

Recommendation 10 - SNTG recommends further exploration of DAB as a viable public warning & informing platform.

Recommendation 11 - SNTG recommends the addition of NSC criteria to the proposed EA DAB trial in summer 2004, therefore avoiding duplication of effort.

Digital Television

Use of Digital Television for Public Warning/ Informing

According to the NSC Interim Report (2001), over 40% of UK homes have access to digital television, and although that figure may have dropped in recent times due to the demise of ITV Digital, the group believe that there will continue to be an increase in take-up of this medium for it to become a viable public warning/ informing platform.

Messaging access would be through smart cards, fitted in current set-top boxes, and with the added advantage of an extra two digits on the end of an individual's postcode, warnings could be focused on either a single street or home. There is also the possibility of utilising this platform with GIS systems, again giving the message sender greater focus.

Message areas on television screens can be designed to order, and messages would be available on all free channels.

Potential Trials

The SNTG have been in regular discussion with Mr. Reg Mayling (Independent Consultant, EPS, BAPCO) about the possibility of trialling of this type of platform. Introductory talks have been held with Sky and Telewest about trial possibilities, and we are awaiting their thoughts on this matter.

One potential trial is with Cheshire Constabulary, who are at present trialling an incident Command and Control system as part of the NSPIS (National Strategy for Police Information Systems), on behalf of all UK Police Forces. SNTG have held initial talks with Cheshire Constabulary, and it is the intention to hold further discussions in August 2002 once the system has bedded in.

The trial would consist of a public warning & information module attached to the NSPIS C&C system using Digital TV in a focused area of Cheshire (e.g. Ellesmere Port). Warnings and information would be issued by Cheshire Police (taking the current ACPO stance into consideration) using its GIS element to target the area concerned. This would be followed up by canvassing of the target population, and analysis of the results by the NSC.

Another trial possibility is with the Environment Agency, who are currently carrying out an R&D programme on various technologies for the issuing of flood warnings

and information. It is envisaged that this trial will take place in summer 2004, and as the EA are happy for the NSC to add testing criteria to this trial, it will again avoid duplication of effort, and resources.

Recommendation 12 - SNTG recommends further talks are held with Sky, Telewest, and the Digital Television Group on the potential trialling of digital television as a warning/informing platform.

Recommendation 13 - SNTG recommends that further talks are held with Cheshire Constabulary, re: potential trial using the NSPIS Command & Control system.

Recommendation 14 - SNTG recommends that the NSC monitors, and adds testing criteria to, the proposed EA digital television trial scheduled for 2004.

Recommendation 15 - SNTG recommends that the Chair attends the EA User, and Customer, Groups to ensure that the NSC are involved in future EA R&D projects.

Audio Voice Messaging (AVM)

Key Manufacturers:

- Criticall (UK)
- Voice Connect (UK)
- VIP (UK)
- Rapid Reach (UK)
- Kingston (UK)
- Sentinel (USA)

Existing AVM Systems:

These include:

- BNFL Sellafield (Criticall)
- Environment Agency Flood Call system (Kingston)

Proposed AVM Systems:

- Chester City Centre (Evacuation of residents)
- Ellesmere Port, Cheshire (warnings to residents within PIZ of COMAH sites)
- Cleveland (replacement for CEAS system for COMAH sites)

Developments in Use of AVM

Presently, this is the technology with the most international manufacturers and therefore a diversity of standards across the range.

Each company is constantly striving to improve their products, and must be judged on their individual merits.

AVM is basically a computerised telephony warning system, with Internet access, but relies on up-to-date data, and multiple telephone lines for it to be a success. Additionally, members of the public can only 'opt-in' to an AVM service, so full coverage of an at-risk population is not always possible.

SNTG recommends the continued monitoring and analysis of new products as they come onto the market. We also recommend a national standard for these products to aspire to.

Potential Trials

There are already several systems either in place, or due for implementation, and with the Environment Agency currently looking for a replacement AVM system, it is the feeling of the SNTG that we should monitor the trials already implemented. Again, this will avoid duplication of effort and resources.

Recommendation 16 - SNTG recommends the continued monitoring and analysis of new AVM products as they come onto the market.

Recommendation 17 - SNTG recommends the introduction of a national standard for AVM products.

Recommendation 18 - SNTG recommends that the NSC monitor existing AVM trials, adding in testing criteria where appropriate.

GIS Telephony Systems & Mobile Cell Broadcasts

Developments

This is a system in which the SNTG sees a lot of potential use, as it may provide a national warning/ informing element as well as local and regional.

There are two key global players in this market: BT, and Intrado (USA).

The BT Mass Warning & Informing System ('Son of PWIT'), uses GIS to narrow warnings down to any area/ street/ house in the UK. However, the really exciting part of this system is the capability to tie the 999 Emergency Database to the system, giving access to 95% of all UK landline, and mobile, numbers. The other 5% are managed by Cable & Wireless, but under UK law; those numbers have to be made available for emergencies.

This system would allow local incident commanders to issue warnings and information to precise locations, determinant on the incident, using the Emergency Database, either by contacting people on their home or business numbers, or by issuing a warning through the appropriate mobile cells. Unlike access to the Internet, or ownership of a television, most UK households either have a phone or a mobile, leading to excellent coverage.

This system could also be utilised in times of national emergency for warning those indoors, across the country. However, there is a problem that needs to be overcome before this idea can become a reality.

Relaxation of the Data Protection Act (1998)

Unfortunately, at present, the Data Protection Act (1998) prevents the emergency services from using the Emergency Database for anything other than tracing 999 calls, and therefore, members of the public have to 'opt-in' to any system using telephones.

This also applies to any local authority sponsored AVM system, Environment Agency Flood Call service, and Met Office severe weather warnings.

SNTG therefore recommends that the Cabinet Office and NSC hold exploratory talks with (a) the Information Commissioner on the potential relaxation of current constraints concerning the Data Protection Act (1998), and (b) OFTEL, re: current telephony regulations, to enable the BT Emergency Database to be utilised for public warning and informing purposes by the emergency services, local authorities, Environment Agency, Met Office, and the utility companies.

Potential Trials

At present, the Metropolitan Police are trialling elements of the BT Mass Warning & Informing System in Islington. This trial does not include a public warning module, and is instead used for community messaging, witness appeals, and updates on localised criminal activity.

SNTG recommends that exploratory talks are held with (a) BT and the Metropolitan Police on the possibilities of adding a public warning module to the Islington trial, and (b) to BT, about a trial on a wider scale, so that the regional and national concept can be tested and analysed.

SNTG also recommends that exploratory talks are held with Intrado and other key manufacturers on the potential use, and trialling, of their systems in the UK.

Recommendation 19 - SNTG therefore recommends that the Cabinet Office and NSC hold exploratory talks with (a) the Information Commissioner on the potential relaxation of current constraints concerning the Data Protection Act (1998), and (b) OFTEL, re: current telephony regulations, to enable the BT Emergency Database to be utilised for public warning and informing purposes by the emergency services, local authorities, Environment Agency, Met Office, and the utility companies.

Recommendation 20 - SNTG also recommends that exploratory talks are held with Intrado and other key manufacturers on the potential use, and trialling, of their systems in the UK.

Recommendation 21 - SNTG recommends that further investigations are carried out into the implementation of Mobile Cell Broadcasts.

4-Warn Alert (Power-Line Communications)

Developments

As stated in the NSC Interim Report (2001), Symbol Seeker's product, 4Warn Alert intends to use power line technology to transmit warning messages to a plug device situated in the UK public's homes.

The message is sent via landline, or microwave, to substations within the vicinity of an incident, and from there along power cables to the digital screen on the device.

Targeted at pensioners, the device will cost approximately £30 per unit, and is based on a 'plug it in & forget about it' theory.

The chair of SNTG has seen several presentations on this device over the last 16 months, and although impressed with the concept, has seen slow but gradual progress. One must remember that SymbolSeeker is a very small company and it has therefore taken them time to obtain the resources, technical expertise, and support that they require.

They have recently obtained sufficient funding through a DTI grant, and have also received a letter of support from the Cabinet Office.

Potential Trials

They are now at the stage where they feel that device prototypes will be ready for a trial to begin in October 2002, and have already held discussions with agencies in the Cleveland area on that subject.

Issues

- Interference - the designer of 4Warn Alert assures the SNTG that the product will not interfere with other household products.
- Finance – they believe that the DTI grant will be sufficient to see them through a trial.
- Software – they require digital mapping for the area in which the trial is to take place, so that the database software can be built.
- Power Companies – when initially contacted a positive response was forthcoming from the electricity providers, but may need help from the NSC and central government to make this a reality.

SNTG – Initial Thoughts

The SNTG believes that this product would again help to fit a big gap in any public warning and informing package. We therefore recommend that the NSC and central government give this product their full support in setting up an appropriate trial.

Recommendation 22 - SNTG recommends that continued discussions and investigations are carried out into the 4-Warn Alert product.

Recommendation 23 - SNTG recommends that the NSC and central government give the 4Warn Alert product their full support in setting up an appropriate trial.

Low Power & Conventional Solutions

How Do We Warn the Public if there is No Power?

As stated earlier, there is an increased threat of attack in the UK from international terrorist organisations. With that threat comes the possibility that the UK may suffer a catastrophic incident, similar in size to that of the attack on the WTC towers in New York last September, resulting in the potential loss of power to large swathes of the UK. Many normal public warning systems may fail due to:

- National Grid failure;
- Electromagnetic strike knocking out all electrical systems;
- Attacks on localised sub-stations.

SNTG – Initial Thoughts

Taking this possibility into account, the SNTG have debated possible low power & conventional public warning solutions to the above situation. These are follows:

- Wind-up radios for every UK household
- Low Power FM Broadcast Units – these units can be pre-positioned in the regions and if required, transported to within range of the public requiring information during an incident. NB: informing system only.
- Tone Alert Radios
- Loudhailer vans
- Helicopter Sky-Shout systems
- Maroons and flares
- Sirens – modern siren networks come with back-up power supplies, there are hand-operated sirens, and mobile siren units, any of which could be deployed, dependant on circumstances.

Issues

There are several issues that become apparent when looking at low power/conventional systems. They are as follows:

- Very slow – it will take time to get many of these systems into position for them to be of use.
- Their use will depend on the type of hazard faced; i.e. you would not send a loudhailer van into a chemical cloud.
- How do you know if everyone, or even, anyone has heard the warning, as there will be no response facility?
- Education of public - at what stage would this take place?

Recommendation 24 - SNTG recommends further investigations into the various low power/conventional warning & informing methods.

Conclusion

In concluding this report, I would like to begin by thanking all members of the group, both past and present, for all the hard work they have put in so far on this quest.

In this report the Sirens & New Technology Group have set out what they see as a modernising concept, and a viable strategy. They have also demonstrated where each technology is up to at present, showing that progress is indeed being made.

Now is the time for action, time to begin trialling the systems, giving advice to local emergency managers, obtaining central government funding for local public warning and informing projects, introducing a supporting legislative framework, providing useful information on the NSC website and making it somewhere where people come to for help in making the aforementioned vision a reality.

With patience and support from the Government, I am certain these goals can be achieved.

Work Programme

Autumn 2002	National snapshot of: <ul style="list-style-type: none">▪ Siren networks in place/ under development▪ New technologies in place/ under trial/ under development
Autumn 2002	Update on national siren systems in Europe
Autumn 2002 onwards	Begin work on national siren standard
Autumn 2002 onwards	Development of NSC web-site e.g. siren/ technology information and advice for local emergency management communities
2002/ 2003	Continued discussions with RDS Forum, BBC, and key manufacturers re: systems development and trials
2002/ 2003	Continued investigations of conventional/ low power methods
2002/ 2003	Attendance at relevant demonstrations and seminars
September 2002	Recommendations to CCS on potential use of National Attack Warning Scheme (NAWS) for peacetime warning uses
2002/ 2003	Continued support to the NSC working groups

July/ August 2003

Preparation and delivery of an NSC Workshop in conjunction with the Cabinet Office and Emergency Planning College

Membership of the Group

Chris Samuel (Chair)	Ellesmere Port & Neston Borough Council
Chandra Patel	British Telecom
John Britton	Bristol City Council
Vince Stewart	Bristol City Council
Colin Chadfield	CACFOA
Cecil Pugh	CACFOA
Sarah Charman	Civil Contingencies Secretariat (CCS)
Graham Parry	Civil Contingencies Secretariat (CCS)
John McCullagh	Police Service Northern Ireland
Bill Hawkins	OFTEL
Bryan Nelson	Environment Agency
Ron Edmonds	SEISO
Geoff Essery	SEISO
Karen Webb	Cleveland Police
Peter Metcalfe	ACPO
Zyg Kowalczyk	Government Office London
Andrew McIntyre-Pell	Government Office London
Jayne Couzens	Pembrokeshire County Council
Mike Parker	Severn Trent Water

Aim

To investigate and analyse appropriate technologies for use in the warning and informing of the public prior to, during, and after a major/ catastrophic incident in the UK, to recommend technology options and identify/ promote best practice to the NSC and Cabinet Office.

Terms of Reference of the New Group

1. To meet with the operators of the new digital multiplexes to discuss development of protocols for simultaneous broadcasting of emergency messages over all frequencies linked to each multiplex.
2. To make recommendations to the NSC with a view to an approach to the Dept of Culture, Media and Sports regarding possible changes to all license arrangements.
3. To undertake a review of existing and forecasted technology in the areas of telecommunications and broadcasting, and to make recommendations to the NSC.
4. To make contact with representatives of manufacturers to develop their awareness of the emergency use of technology.
5. To promote amongst radio manufacturers and the public the benefit of fitting RDS (or digital alternative) to domestic radio receivers.
6. To receive continued briefings from the Cabinet Office on the current situation in Europe and make appropriate recommendations to the NSC.

7. To analyse all appropriate public warning & informing technologies, and consequently propose appropriate systems trials to the NSC.
8. To consider the potential for selective addressing of teletext or ribbon warning messages on an area basis utilising new technology that could allow for the programming of TV sets on a post code basis.
9. To liaise with the police and relevant Home Office department to consider the crime prevention benefits of TV/radio sets with postcode programming facilities.
10. Assess the HSE, and EA, research data on the use of sirens to warn the public and to review the viability/advisability of moving towards a national specification for a single siren sound and/or method activation and make recommendations to the National Steering Committee with the aim of seeking BS approval.
11. To consider the needs of external Public Address systems at locations such as large out of town shopping centres.
12. To recommend conventional methods of public warning to the NSC.

REPORT OF THE MEDIA ISSUES GROUP

Chair: Rosanna Briggs

Introduction

Many of the emergency response agencies consider that the media can be more of a nuisance than a help. Others have found that the media can and do demonstrate that they have a role to play in providing critical information to the public. This role is vital, and will ensure that our communities are given the best possible information in the quickest time if we, as responders to an emergency, can demonstrate that we can work together.

The world events that have taken place in the last few years have illustrated to us that we must be better prepared, and work together rather than in isolation. The media, and in particular the BBC have acknowledged that they can, and often do, provide a vital public information service to communities in the UK. The BBC has examined the formalising of arrangements for the effective delivery of that service with the response agencies, whilst ensuring the preservation of its independence as a news gatherer. The Media Issues Group must support and promote this approach, through its membership, to establish unambiguous, open channels of communication on a day to day basis with not only the BBC, but all Media outlets.

The Media Emergency Forum's Report "9/11; Implications for Communications" has now been completed under the joint chair of Lucian Hudson, Director of Communications at DEFRA and Simon Bucks, from BskyB. The Media Issues Group will look at the report and identify any areas of work they could help to develop in conjunction with the Cabinet Office.

Purpose of the Report

This report is intended to demonstrate the progress made by the NSC Media Issues Group since the publication of the NCS interim report in November 2001. It will do so by highlighting the activities carried out in the last three months under its new chairmanship (Rosanna Briggs – SEPO Essex), and providing information about the new BBC initiative to ensure that emergency planners and BBC Senior Managers "connect in a crisis". It also aims to acknowledge the close linkages with the other NSC sub-groups ie Sirens & New Technology Group and the Public Education Group, and the need to support them.

Conclusions & Recommendations

The Media Issues Group (MIG) identifies the following conclusions and recommendations:

1. The establishment of closer working relationships between the media and the emergency planning community is essential to improve the consistency, accuracy and quality of warning messages and information during an emergency
2. The MIG will engage in the BBC's roll-out process of its new initiative "connecting in a crisis" through a programme of regional workshops in order to disseminate the guidance and thereby promote the work of the National Steering Committee
3. The MIG will continue to work with the BBC to produce related guidance for emergency planners, in order to develop understanding of each others role in the event of an emergency
4. The MIG will provide a supporting service to both the Sirens & New Technology and Public Education Group by jointly designing a media strategy to promote and disseminate their activities, research and findings
5. The MIG will identify opportunities to share good practice with emergency planning practitioners working in Europe in order to develop a coordinated approach to the media response

Progress Report

Background

The Working Groups of the NSC were reviewed in February 2002 under the new chairmanship of David Hay. In that review the original four working groups were streamlined into three groups. The Media Issues Group remained in its original format but under new chairmanship.

Progress and Future Action Plans

At the meeting of the full National Steering Committee in May, the Media Issues Group Chair presented a short report on her objectives for the group, which were;

- to work more closely with the other NSC Groups
- to work more closely with all media outlets on a common aim: to ensure that information to the public is consistent and accurate
- to support the BBC initiative to develop guidance for emergency planners to work closer with their local radio stations and
- to provide advice for BBC outlets to develop local communications strategies with emergency planners.

The BBC is not only producing an external guide for emergency planners, but also an internal document for their Senior Managing Editors which will identify key issues for them to consider in the event of a crisis happening in their part of the world. The BBC has financed all the development and production costs of these documents.

Whilst it is important to recognise the very positive initiative that has been made by the BBC, it is vital that all media organizations are seen as equal partners and should all be involved in the provision of information to the public during an emergency situation.

“Connecting in a Crisis” – BBC and Emergency Planners working together

The Chairman of this group and the Chairman of the NSC were invited to attend two workshops for BBC senior managers to give presentations on the role of emergency planners, and to advise on developing a working relationship with them. They also provided information on current examples of good practice that have been established by emergency planners and the local media.

These examples have been highlighted in the guide which includes information about the workings of the BBC, and local radio stations. It illustrates how the BBC can provide the emergency planner with a portal to other BBC services if necessary, including websites, online services and Ceefax.

The workshops, held in May and June at the BBC resource centre, were well attended by senior managing editors from local radio stations throughout the country, as well as television editors and senior management of the BBC. The feedback from both Workshops has been very positive and supportive to the proposals, and all the delegates felt that they would be workable and achievable.

Through discussion with the Media Issues Group Chair, the BBC agreed to carry out a joint launch with the NSC, at the Emergency Planning Society’s Annual Conference in Bournemouth in July, of the document “Connecting in a Crisis”. The guide was presented to conference delegates as a working document, and it is also intended that it will form the basis of a workshop in November 2002 to validate it in preparation for the proposed regional workshops.

Work Programme

8 July 2002	Launch the BBC Guide “Connecting in a Crisis” jointly With the BBC at the Emergency Planning Society Conference in Bournemouth
31 July 2002	Meeting of the Media Issues Group in the Cabinet Office
11/12 November 2002	Workshop on the document “Connecting in a Crisis”
February/March	Planning of Regional Workshops for the BBC Guide
April/May/June	Preparation and delivery of the Regional Workshops
June/July	Connecting with European Emergency Planners on Co-operation in the event of an international disaster

July/August	Preparation and delivery of a NSC Workshop/Tradefair conjunction with the Cabinet Office – Emergency Planning College
2002/2003	Continued support to the NSC working groups Explore and Identify potential European funding to assist in the development and improvement of International Relations on the joint working of the NSC and Cabinet Office

Relationship with other Groups

The Media Issues Group will play a key role in supporting the two other NSC working groups in their activities to disseminate the findings of their research, and to assist them in trying to develop opportunities to explore using the media as one of the main communication channels to the public.

Therefore, the Chairs of all the NSC Groups will exchange information on a regular basis and ensure that information is disseminated to their respective membership.

Membership of the Group

Rosanna Briggs (chair)	Essex County Council Government News Agency Editor, News East Anglia Television Local Government Association Chemical Industries Association Commercial Radio Companies S4C BskyB Nuclear Electric Ltd Association of Police Officers BBC Central Television NTL CACFOA Independent Radio News Central Television Environment Agency BBC Local Radio
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Terms of Reference

Original terms of reference for the group are contained on page c/3 of the Interim Report.

REPORT OF THE PUBLIC EDUCATION GROUP

Chairman: Evan Morris

Introduction

Since the tragic events of 9/11, all manner of issues relating to warning and informing the public and public education, have changed. The Public Education Group (PEG) has therefore been considering these implications. Although the need for a comprehensive public education campaign could be questioned, the PEG is convinced that concerns expressed by the public during other major incidents show that it is needed. Although it could be argued that the public would become more anxious, our experience at local level has shown otherwise. We believe that the campaign should be designed to give confidence to members of the public that the Government machinery, and a host of agencies, in partnership are working to ensure they are effectively communicated with and given the best advice. We also believe that it is possible to achieve “cultural change” through effective public education. PEG members, through their actions both in the private and public sector have experience of achieving such aims at local level.

Such a campaign would include multi-media initiatives and target a range of groups such as businesses, the hard to reach, multi-cultures as well as the wider public. Consideration would need to be given in planning such a campaign to the need for different messages for different audiences. This should be established and based on a sound foundation of research.

The Public Education Group remains committed to their work and offers a wealth of experience and skills across a host of organisations to advise on these important issues.

Although it recognises that work in other areas is required, based on its previous experience PEG believes that the emphasis of its work should:

- i) be directed at young people in the 7-11 age range;

The reason for this is that educational psychologists agree that during a young person’s development, this age range is the most impressionable at developing safety lessons for life. In addition, there is wide evidence that proves young people import safety messages into the home to their parents.

- ii) be principally to promote the shelter philosophy.

The PEG’s original decision, in the first instance to concentrate on and promote shelter, was based on a risk- assessed approach. In the event of a major emergency, either natural or manmade, where there is a threat from outside, there will always be a need to get people indoors and communicate with them ‘Go In, Stay In, Tune In’. As a safety culture is developed in the UK there will be other advice and information that we would wish to inform the public of. The ability to do this will be based on political support and funding.

Purpose of the Report

This report updates the PEG input to the NSC interim report published in November 2001. In light of recent developments 9/11, it makes further recommendations for raising the awareness of members of the public about the actions they should take in a major emergency. The report highlights how previous initiatives could be developed further and shows how PEG's activities are linked with the other NSC working groups.

Recommendations

1. Establish a UK public safety website linking all existing sites which offer and promote safety advice.
2. Review the 'Go In, Stay In, Tune In' video following research of its use and emphasise the role of the BBC in developing 'Crisis in the Community'. Revisit the marketing strategy originally developed by the COI (GNN), re: cost options and bid for funding prior to the relaunch of the new generation video.
3. Explore avenues where educational materials can be produced and linked into the UK curricula and develop dialogue with the relevant educational authorities at a national level. Propose a range of safety educational materials which can be used to educate and promote safety within multi-agency safety training programmes.
4. Identify key messages relating to the public in times of crisis with a view to mounting a public information campaign in the UK.
5. Integrate into future publicity initiatives/campaigns information about new technology for communicating with the public at the appropriate time.

Background to Recommendations

1. When the public seek information via the World Wide Web, they are most likely to search on the words 'safety' and/or 'education.' Whilst the *UK resilience* website is excellent and has great potential as a technical website for practitioners, it is felt unlikely that it will become widely known or used by members of the public. Therefore we propose that a website such as *www.publicsafetyeducation.info* should be established linking all existing sites which offer and promote public safety.
2. It is evident that the awareness of the shelter philosophy and the strap line 'Go In, Stay In, Tune In' is at a far higher level of awareness in the UK than previously. We wish to conduct research establishing the use and effectiveness of the "Go In, Stay In, Tune In" video. We also wish, in conducting this research, to explain and promote its use within the Emergency Planning Fraternity especially in relation to the situation post 9/11. We aim to make some changes to the original video, which will include inserting a clip of

people sheltering in a shop from a huge dust cloud, following the 9/11 attack on The Twin Towers. Essentially, this will subliminally implant the shelter philosophy in relation to certain acts of terrorism. In addition, we wish to include a short clip from a BBC news personality in the introduction to the video who will explain the BBC's development of 'Crisis in the Community'. We will also take on board and implement any recommendations which result out of our research. The aforementioned amendments to the video have been costed at £3,000. This does not include reduplication and distribution costs. We feel this research and these amendments will further promote and make more effective this valuable educational tool. The original video was only distributed to Emergency Planning units in England and Wales. The COI (GNN) had identified that this medium had far greater potential in educating young people in how they should respond to a major emergency. As such, the COI produced a very comprehensive marketing strategy; unfortunately, we were unable to implement this through lack of funding. We strongly recommend that this strategy is revisited, recosted and implemented in conjunction with a relaunch of the video.

3. Clearly, in offering safety advice to members of the public, there are a range of formats such as paper based materials, interactive CD roms, videos, bookmarks, fridge magnets etc., we wish to investigate and propose production of such items and, where possible, link them into the UK curricula. In doing this, we would also wish to enter into dialogue with the relevant educational departments for England, Scotland, Wales and Northern Ireland in order to make these items more educationally meaningful for young people. In addition, we propose production of a range of safety educational material which can be integrated into holistic and multi-agency safety training which is currently used widely throughout the UK in learning about safety by experiencing risk schemes and other Citizenship programmes.
4. Shelter clearly is not the only advice or information that should be imparted to members of the public in the event of a major emergency., We therefore propose to identify key messages/information relating to the public in times of crisis with a view to mounting a public information campaign in the UK. In proposing this, we realise that there are significant cost implications involved.
5. The New Technology and Siren Specification Group have conducted some excellent research and work in relation to developing technologies that could aid in the communication process, in major emergencies, with members of the public. Subject to the acceptance and funding of their proposals, PEG will integrate such developments into future initiatives/campaigns, such solutions at the appropriate time.

Membership of the Group

The following people are current members of the Public Education Group:

Evan Morris (Chairman)	Cheshire Fire Brigade
Chris Babbs	Royal Mail
David Bosworth	HSE
Rosanna Briggs	Essex County Council
Peter Whitbread	Government News Network
Sarah Charman	Cabinet Office
Kevin Dixon-Jackson	CIA/Ciba Specialty Chemicals
Ron Edmond	Crisis Management Consultant
Geoff Essery	SIESO
Steve Hick	Cabinet Office
John Parkinson	BCDTA
Chris Samuel	Ellesmere Port District Council
Derek Scott	Cheshire Police
Gordon Walker	Staffordshire University
Scott Tompsett	Environment Agency